

RESOLUTION NO. 2015-03-___ (R)

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY,
TEXAS, APPROVING THE COUNCIL'S 2013 STRATEGIC PLAN**

WHEREAS, the City Council of the City of McKinney, Texas, has completed its strategic planning process for 2015;

WHEREAS, the City Council has identified a set of goals that will ensure continual quality of life improvements for the residents of McKinney; and

WHEREAS, the City Council has developed a series of strategies that will serve as an example for other city entities as they develop their own strategies in pursuit of these shared goals.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, THAT:

Section 1. The City Council of the City of McKinney, Texas hereby adopts McKinney First, a unified set of goals and strategies providing direction for the future of the city.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS ON THE 17th DAY OF MARCH, 2015.

CITY OF MCKINNEY, TEXAS

BRIAN LOUGHMILLER
Mayor

ATTEST:

SANDY HART, TRMC, MMC
City Secretary
DENISE VICE, TRMC
Assistant City Secretary

APPROVED AS TO FORM:

MARK S. HOUSER
City Attorney

MCKINNEY FIRST

-  Direction for Strategic Growth
-  Operational Excellence
-  Maximize the Development Potential of the McKinney National Airport
-  Financially Sound Government
-  Enhance the Quality of Life in Downtown McKinney
-  Safe & Secure Community

MCKINNEY FIRST

CITY COUNCIL GOALS AND STRATEGIES | JANUARY – FEBRUARY 2015



DIRECTION FOR STRATEGIC GROWTH

- Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space
- Utilize metrics when making decisions with land use implications
- Update the City's Comprehensive Plan to reflect current development trends and guide future development
- Implement a retail development strategy that serves to further diversify revenue sources available to the City
- Ensure that implications of policy decisions are consistent with long term goals and strategies
- Systematically implement CIP within the stated goals
- Take measures to conserve natural resources in order to accommodate future growth of the City
- Maintain a focus on retaining and improving the quality of life in McKinney when making policy decisions



OPERATIONAL EXCELLENCE

- Develop and maintain a customer service oriented organizational culture that emphasizes continual quality of life improvement throughout the city
- Conduct long range financial planning
- Implement performance management practices geared toward acquiring and maintaining national accreditation departments
- Provide quality internal services aimed at making the City of McKinney an employer of choice
- Foster a culture of servant leadership
- Balance available resources to accommodate the growth and maintenance needs of the city
- Identify opportunities for internal efficiencies through recurring analyses and continuous improvement



MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT

- Engage in partnerships with adjacent land owners
- Identify and implement land use regulations and policies which preserve and expand long-term operational success
- Develop facilities in a manner that ensure the long-term success and expansion of the airport
- Implement initiatives to attract and retain corporate aviation departments
- Continually maintain national recognition for excellence in Fixed Base Operations



FINANCIALLY SOUND GOVERNMENT

- Provide funding and organizational frameworks for the City of McKinney that ensure continual economic and quality of life improvements
- Provide funding plan to maintain and upgrade infrastructure in a manner that keeps pace with the growth of the City
- Develop an understanding of long term consequences associated with specific decisions and actions
- Balance resources generated by property taxes, sales taxes, and fees
- Provide adequate fund balances
- Continue funding depreciation of city assets
- Utilize best practices to ensure continuous improvement
- Pursue and maintain an AAA Bond Rating
- Continue to earn recognition from the Government Finance Officers of America (GFOA) and the State Comptroller's Office
- Create financial plans for future growth as well as future maintenance
- Develop and utilize performance measures to ensure successful and efficient operations



ENHANCE THE QUALITY OF LIFE IN DOWNTOWN MCKINNEY

- Continue to highlight Downtown McKinney as a unique destination for residents and visitors alike
- Utilize surplus City-owned land as an incentive to catalyze private investment
- Increase the number of residential opportunities in the Historic Downtown
- Address parking demands through comprehensive and interconnected strategies which focus on vehicle turnover and increases the parking space inventory
- Continue efforts to expand entertainment, dining, and shopping options



SAFE & SECURE COMMUNITY

- Develop training programs for personnel who are likely to be involved in emergency management situations
- Create neighborhood design standards that facilitate increased security
- Maintain performance measures that set McKinney apart from other like-size cities
- Pursue and maintain the highest Insurance Service Office (ISO) public protection classification
- Pursue and maintain low crime rates in comparison to other communities
- Move towards acquiring national accreditation for the police and fire departments
- Continually increase operational efficiency in public safety departments
- Identify and implement programs serving high risk youth in McKinney